

Request for Proposal
Fundraising Consultant
August 2013

Project Purpose

The purpose of this RFP is to retain a fundraising consultant who will assist the Alternatives to Violence Project ("AVP") with the following work:

- (1) assess the organization's current fundraising programs,
- (2) develop a comprehensive fundraising plan,
- (3) recommend a course of action to meet fundraising objectives and,
- (4) perform the fundraising duties for the organization.

Applicants are expected to possess a full range of professional services to develop and implement a fundraising plan and strategy.. AVP is presuming a budget for this contract of \$20,000 to \$25,000 for a term of one year. Contract may be open to renewal.

Organizational Background

AVP has been conducting experiential workshops on violence prevention and conflict transformation since 1975. It has local groups conducting these workshops in 30 states and over 40 countries. In the U.S.A. about 85% of AVP's work is in prisons, with the remainder being in schools, churches, communities, etc. Internationally 15 % of AVP's work is in prison with the majority of the work being done in conflict areas, refugee camps, schools, communities and more.

AVP-USA provides the organizational support for local chapters in the U.S.A., producing manuals, coordinating research on the program's effectiveness, and producing an annual conference. AVP-International provides similar support for programs outside of the United States. AVP International hosts its international conference about every three years. Its next conference is scheduled for July of 2014 in Ireland.

Applicants can read more about both organizations at www.avpusa.org and www.avpinternational.org

AVP-USA and AVP International are looking to share and coordinate fundraising efforts with an intention to grow both programs substantially and gain greater name recognition for AVP. We are looking to raise funds for capacity building, infrastructure development, public relations materials, rapid response, scholarships to conferences, research, history documentation, and to fund projects in some local communities.

Anticipated Scope of Work

1. **Assess current fundraising program.** Work with the committees to identify current strengths and weaknesses of existing fundraising efforts and infrastructure to determine areas for improvement and development.

2. **Develop a fundraising plan.** Work with the board and fundraising committee to develop a comprehensive, long-term fundraising plan, to raise between \$200,000 and \$300,000 in funds from individuals, corporations and foundations.
3. **Recommend a course of action to meet fundraising objectives.** Work with the board and committees to recommend a potential course of action, including working to identify resources needed and roles established to meet the fundraising objectives identified in the plan.
4. **Perform the fundraising duties for the organization.** *This agreement fully vests and expects the selected fundraising consultant to take the lead in orchestrating and implementing the fundraising plan. The Committee of Committees and Fundraising Committee can be leveraged for information, but it will be the job of the applicant to fundraise.*

The final scope of work will be negotiated with the selected individual or applicant.

Selection Process

The Alternatives to Violence Project will use a two-stage process for final selection of a qualified consultant to perform this work:

Stage 1 – will consist of a review of all proposal packages submitted by applicants interested in being considered. The Alternatives to Violence Project anticipates selecting up to three (3) applicants to shortlist based on an evaluation of materials submitted. Short-listed applicants may be asked to submit additional materials, interview, or both.

Stage 2 – will consist of the selection of one finalist based upon the selection criteria. The finalist will submit a proposal and the Alternatives to Violence Project will initiate contract negotiations. Should negotiations be unsuccessful, the Alternatives to Violence Project will enter into negotiations with the next rated applicant.

Proposal Submission Requirements

To receive consideration, proposals must be submitted as follows:

1. Proposals should include a cover letter to the attention of the organization President. The cover letter must include the name of the proposing organization, the name of the resource development professional proposed to provide the direct services, email address, address, telephone and fax numbers,
2. References of three (3) client organizations including contact information. Please include a brief description of the work done for them including results/outcomes of efforts.
3. Proposals should include a narrative that speaks to the qualifications in the Evaluation Criteria outlined below, including the timeline with benchmarks and number of hours and cost to accomplish the scope of work outlined above.

4. Proposals **MUST** clearly outline the responsibilities of both the Alternatives to Violence Project and the selected applicant. **ALL** costs payable by the Alternatives to Violence Project for these services **must** be clearly defined.
5. Proposals should include the resume of the principal resource development professional to provide direct service for this project.
6. Proposals must be received by the Alternatives to Violence Project by 5 pm U.S. Pacific Time on **August 31, 2013**. Proposals submitted after that time will not be accepted. Proposals should be emailed.
7. Emailed proposals must be a single .PDF or .DOC file or with electronic signatures as applicable, and sent to **president@avpusa.org**. Emailed proposals will be acknowledged upon receipt.

Those responding to this RFP must follow its procedures and requirements for consideration. Failure to comply with or complete any part of this RFP may result in rejection of the proposal.

Evaluation Criteria

Applicants will be evaluated according to their experience and demonstrated results with:

1. Individual and corporate donor campaigns and grant writing;
2. Fundraising campaigns of a similar character and size;
3. Volunteer driven and flat structure organizations;
4. Cultures of conflict transformation and peacemaking organizations;

Applications will also be evaluated on the quality of the sample materials, the overall package submitted and the responsiveness to submission requirements.

Applicants should be familiar with and meet the competency requirements of the *Certified Fund Raising Executive International (CFRE)* set forth at:

<http://www.cfre.org/cfre-fundraising-compentencies.html>

The Alternatives to Violence Project reserves the right to reject any or all applications submitted, to waive technical or legal deficiencies, and to accept any packages that it may deem to be in the best interest of the organization. By submitting a package, applicants hereby authorize the Alternatives to Violence Project to contact references and make any and all such further investigations as may be in the best interest of the organization to evaluate the consultant's qualifications for this project.

Interviews

Top-rated candidates may be invited to an interview with the Alternatives to Violence Project board and/or committees.

Contract Award

The Alternatives to Violence Project plans to select and award the contract to the best-qualified resource development professional by **September 1, 2013**. The selected applicant and the Alternatives to Violence Project will then mutually discuss and refine the scope of work for the project and shall negotiate final conditions, compensation, and performance schedule for the subsequent contract to be executed.

For More Information

For questions about this RFP, please contact Roger Kluck at 206.856.4444 or by email at president@avpusa.org.

For more information about the Alternatives to violence Project, please visit our website at www.avpusa.org and www.avpinternational.org.